LOOKUP
MIND FITNESS

TRENDS OF FITNESS INDUSTRY

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How the Retail Industry has benefited from Smart Data

The consumers' desire for digitization in retail continues to increase, Digital Transformation helps create new Customer experiences and leads to enhanced Loyalty and increased sales.

The environment surrounding Retail Trade has witnessed a remarkable change, because of the Social and Technological changes that have occurred over the past years. As technology has achieved great progress with the increase in the use of the Internet around the world, and the growing volume and diversity of Information around the world. All of these variables, especially with the digital transformation of retail trade, contributed to bringing about radical changes in the retail trade, and changing the consumer's view of services, which had a great impact on empowering Retailers, and allowed women to integrate more effectively into society, as they were able to work and communicate.

Moreover, training more easily and from long distances that have no limits

The Internet has also contributed to empowering poor countries and non–governmental organizations, which have gained influence and influence. In the midst of these modern technological developments, Retail trade and the methods of providing its services to consumers have been subjected to a lot of pressure and discussions since the beginning of the nineties.

Therefore, Retailers began to move towards what is known as "technology enabling" with the aim of fully integrating technology in the business and redesigning and simplifying activities in order to increase administrative effectiveness between the different systems and thus improve the performance of services provided to consumers

It is estimated that Google searches for information in 15 exabytes, and performs this task using an intelligent mathematical algorithm.

Smart data also has another source, which is mobile and smartphones and what is known as the Internet of Things. A significant amount of important data comes from the way we use our devices and the information that these devices give about our

lifestyles. Every time we buy something from***Amazon*** , use our bank account, turn on an electrical device, or our phone, or write an email, we are creating data that will contain information that can in principle be analyzed. For example, buying habits or tracked sites can be identified and recorded. Mathematics can be used throughout this process, but we must never lose the moral dimension in doing so.

How have the Retailers benefited from Smart Data?

Smart Data provides a competitive advantage for the Retail Industry, if it is analyzed and utilized to understand their customers, their ways of thinking, and their desires, and then make decisions more effectively. International companies and developed countries have understood the importance of benefiting from this data. However, due to the steadily increasing volume of this data every year, the search for the best ways to analyze and invest in it remains under study and research.

The impact of Smart Data is not limited to smart companies or technology companies, but there are many traditional sectors, governments, consumer service companies, and supply and manufacturing companies, that benefit from the outputs of the analysis of this data.

Increasing Retailers' profits and providing better customer services:

Smart data has allowed businesses to dramatically increase their profits and enhance their competitive position. Knowing the desires, tendencies, and psyches of customers allows profitable companies to provide products and services based on those desires and tendencies, and thus, these companies guarantee the satisfaction of their customers, which leads to an increase in sales without those companies guessing and risking what their customers want for products and services.

One of the most prominent pieces of evidence that retail and service companies use this smart data to increase their profits is directing promotional ads that pursue Internet surfers and websites. There are applications and websites specialized in analyzing this data, such as the Google “AdSense” service, which analyzes the user’s desires through the inputs that he previously entered into search engines and desires,

regardless of the site being visited

Another example is the exploitation of this information by Retailers so that they are able to discover the days when consumers flock in abundance to the shops, and analyze how people spend on goods, with the aim of increasing profitability and following the optimal methods of targeted marketing.

Recently, another source of health data has emerged, which is provided by wearable devices such as watches and smart bracelets linked to the Internet, through which physical activities and exercise are uploaded and shared on the Internet.

The Internet of Things is an evolving concept of the Internet so that all things in our lives have the ability to connect to the Internet or to each other to send and receive data to perform specific functions through the network."

The Role of Data Analysis Techniques in Solving Retail Industry Problems

Data Analysis Techniques can help businesses make optimal use of available resources by rationalizing the decision–making process to achieve the maximum returns possible.

It can help departments carry out their work efficiently and deal with complex cases to reach optimal solutions to their problems. in order to raise their efficiency in solving problems, by helping them to know the best way to perform something, and keeping these solutions as new knowledge added to the knowledge stock of the organization to contribute to Improving the capabilities and expertise of business institutions to solve problems and face challenges in the future.

Because of the expansion and diversity of business activities and the expansion of the work area of business before, as well as the complex and complex nature of the Retail Industry problems and the overlap of their activities, activities such as production, warehousing, shipping, and distribution have become affected by one another. In addition to the increasing standards of competitiveness among business organizations. So, the Retail Industry must not only solve business activities' problems but also achieve efficiency in the process of solving these problems in an agile and practical manner to resolve conflicts or problems that arise during the implementation of

business activities and in a manner that ensures achieving the greatest return at the lowest costs, as well as helping to meet the entire demand for the product.

Hence, the possibility of converting this solution into added knowledge helps the Retail Industry develop its capabilities in dealing with similar cases they may face in the future. In order to transform the weaknesses facing organizations into strengths that enable business organizations to have a competitive advantage in carrying out their work and activities in their field of competence.

Here, the tools and techniques of smart data analysis and modeling can provide support to business organizations of various types and sizes, through their ability to use the available information to simplify the problem. and to determine the degree of correlation of the variables affecting them, as these techniques are characterized by their ability to process data, mix solutions and model problems, and not only provide information, which helps the Retail Industry to achieve its goals in the best way. As well as the accumulation of experiences and knowledge resulting from these solutions leads to creativity in solving problems, achieving integration with internal processes, and enriching the experiences of the organization to build its capabilities to face problems and similar situations in the future, with the aim of improving the core capabilities of the organization. Where smart data analysis techniques provide assistance to business organizations to solve problems that there is no typical way to solve, by studying the logical thinking processes of the human element in solving problems and enabling computers to carry out specialized tasks based on an understanding of how human experts perform the same tasks.

In addition, these technologies not only help the Retail Industry achieve physical growth by increasing returns and reducing costs, but also help in developing human capital, which is the most valuable asset of business organizations. Where solutions resulting from the use of intelligence techniques help individuals expand their perceptions by dealing with situations that direct thinking cannot address and solve, they help increase their learning opportunities and improve their abilities to deal with complex situations in the work environment.

Most 3 Reasons For The Failure Of Retail Digital Transformation

The data started in the measurement stage through standard devices and tools for various human activities (sensor – thermometer – money exchange machines). While the analysis began as descriptive analysis and then moved to predictive analysis, it is worth noting that the Retail Digital Transformation was the main goal of it is to create an environment, infrastructure, and framework for work, it includes everything related to the work of Retail Digital Transformation, accelerating the process of Digital Transformation and digital governance.

The era of digitization is nothing but the transfer of all documents from paper that is circulated manually, Hard Copy to a visible copy on the computer, using the Scanner mechanism. As for Retail Digital Transformation, it is the strategy of converting all data into numbers, which can be worked on through many specialized analysis mechanisms. Such as big data analysis, statistical analysis, and others, in order to reach the appropriate information of interest to the decision maker at the right time

Government agencies collect, create, and manage information as part of their core mission. This information takes on many forms and when taken collectively can be a powerful and useful resource for public and private sector consumers who leverage the data for nearly limitless purposes.

The data is too big, moves too fast, or does not fit the strictures of your database architectures. To gain value from this data, you must choose an alternative way to process it. The value of big data to an organization falls into two categories: analytical use, and sparking new products. (Abdul Raheem Syed, 2013)

Georgia research sheds light on three fields: Online Marketing, Customer Segmentation, and Big Data Analytics. The three terms are combined into one framework, which attempts to show how online marketing objectives are supported by an effective online customer segmentation that can be implemented by techniques and tools applicable to extremely large datasets. (Georgia Fotaki, 2013)

Generally, most business organizations are aware of how important knowledge is in their daily business life. It could help them learn from the past, understand customers'

needs, reduce costs, improve working efficiency and make leaders become thought leaders (Handzic, 2006).

Business Intelligence Management

This department is the most important department or department under data management, which is the department that employs data analysts and data scientists and is the core of the work of data engineers. It is the department responsible for Data Warehouses, Data Cubes or Multidimensions, and Dashboards. In this context, Danny MacGregor, Director of Business Development for Government Services in his article entitled: Digital Transformation as the main factor for his happiness. Danny MacGregor indicated that it is necessary to focus on the real goal of digital transformation, which is to raise the level of citizens' happiness and achieve this goal by improving access to services and key government policies, and making operations clearer and easier to understand.

• Features of Retail Digital Transformation

Perhaps the most important feature of Retail Digital Transformation is :
it is driven by customer expectations.
Retail Digital Transformation provides new ways of doing things, which quickly become part of normal behaviors and procedures. It is about the Digital Transformation of people.

• Reasons for the failure of the Retail Digital Transformation process

Traditionally, Transformations were viewed and executed as Business Process Redesign (BPR)
One of the reasons for the failure of the Retail Digital Transformation process in organizations is that it applies Digital Transformation based on technological assets so that the technology strategy is the main driver for it, and the failure may be caused by the failure to manage changes effectively at the organizational level and at the level of employees.
Adding technology to the organization does not add anything new unless it leads to organizational changes. The organization may choose technology for digital

transformation through what is known as Strategic IT Portfolio, and this does not achieve strategic results for the organization. This is in addition to concerns about Digital Transformation.

Individuals are the top priority in Digital Transformation efforts. Every achievement that technology brings about stems primarily from human resources related to that technology. Therefore, every effort should be made to overcome the fears that hinder Digital Transformation efforts.

The most important concerns related to Retail Digital Transformation

1. The Fear of Change
2. The Fear of the Password Manager
3. The Fear of Losing Identity
4. The Fear of the Unknown
5. The Fear of Messages
6. The Fear of Losing Your Job
7. The Fear of Remote Team

Peter Augustine Pethuru Raj and Sathyan Munirathinam (2022) referred that Transformation initiatives fail for many reasons. Here are three common reasons:

- implementing an isolated tech asset
- choosing a tech asset without using a “choosing” process
- using a tech strategy to drive the initiative

When IT projects fail, it is usually not because the technology did not work, but because the changes required at an organizational and employee level were not managed effectively. Quite simply, adding technology does not automatically confer expected benefits; these benefits have to be unlocked and this can only happen through achieving organizational changes

Investing In Cloud Computing: Boosting Innovation Potential for Retail Industry

Cloud Solutions, also known as Cloud Computing or Cloud Services, provide on–demand IT resources. Cloud Service providers such as Amazon Web Services, Microsoft Azure, and Google Cloud Platform can deliver everything from applications to Data Centers or Digital Transformation Centers on a pay–per–use basis to their Subscribers.

Categories of Cloud Computing

Most Cloud Solutions fall into Three Categories:

1. **Infrastructure as a Service (IaaS)** IaaS allows businesses to primarily rent IT infrastructure from a cloud provider
2. **Platform as a Service (PaaS)** PaaS provides an on–demand environment for software development
3. **Software as a Service (SaaS)** SaaS offers online applications Organizations of all sizes use cloud solutions to reduce hardware, software, and IT maintenance costs.

Advantages of Cloud Computing

Because Cloud Service providers offer pre–built Cloud Solutions that are flexible and using Cloud Solutions, IT resources can be rapidly scaled up or downsized to meet the needs of the business. Cloud Solutions allow quick access to flexible and low–cost IT resources without large upfront investments in hardware or time–consuming installation and maintenance. Organizations can provide the type and volume of computing resources they need to run a new initiative or run their IT departments more efficiently. Cloud–Technology adoption, like any other technology adoption, also requires cultural change. Today, the adoption of cloud computing is one of the most discussed topics in the ICT sector, as entities in both the public and private sectors look to accelerate digital transformation. Cloud Computing is a relatively mature and

robust technology that offers its users several proven advantages, such as cost reduction, immediate scalability, and resource sharing.

Examples of Cloud Computing

SUNFISH

Platforms for the Federation of Public Sector Clouds, using Blockchain for sensitive data. The pioneering project received a wide level of interest among public administrations: 6 Member States collaborated closely by safely sharing sensitive information such as criminal records, taxpayer details, and data on healthcare.

DISCOVER HERE

BIGCLOUT (EU–Japan)

A smart city platform empowering citizens to use cloud technologies, the Internet of Things (‘digitally connected objects’), and big data analytics. A pilot of jointly developed platforms was rolled out in 4 European and 4 Japanese cities.

DISCOVER HERE

For retailers

1. Cloud computing can do much more than reducing the cost of computing and data storage
2. Cloud computing allows businesses to store confidential information securely.
3. Cloud computing in retail enables real–time inventory tracking and monitoring
4. revamping inventory management
5. Cloud computing Offers access to real–time data, cloud architecture, and analytics platforms to big retail companies to manage their stocks.
6. Cloud computing help predict trends and helps retailers create new products based on customer feedback.
7. Cloud computing offers retail organizations the ability to scale up and scale down according to changes in shopping

List of Top Project Portfolio Management Software 2026

Project Portfolio Management (PPM) is a critical part of business planning that helps Retailers measure the potential revenue of a future project before getting off the ground. Leveraging a PPM tool gives Retailers the data they need to put the pieces of a project together before making any risky decisions.

GenSight:

An integrated platform to support strategy and innovation programs; supports the Stage–Gate process. GenSight's Project Portfolio Management tool offers best practice solutions in Strategic Portfolio Management and New Product Development. GenSight fundamentally improves an organization's ability to communicate the portfolio of projects bringing the greatest value.

Check Here for more info

i–nexus:

A single platform for transparency and accountability of strategy that visualizes business–wide progress with clarity of goals, targets, and deliverables. Supports Hoshin Kanri and other methods. The most effective way to run, improve and transform your business. i–nexus helps your organization simplify the challenges of managing operational performance, driving sustainable continuous improvement, delivering business transformation, and executing breakthrough strategic plans.

Check Here for more info

Shibumi:

A strategy management software, that enables business leaders to deliver better business transformation results. Shibumi's Strategic Program & Portfolio Management Software platform enables organizations to successfully deliver enterprise–scale transformation.

Top 12 Largest Retail Chains In the Middle East

The retail industry in the Middle East is extremely diverse but also extremely concentrated. It offers a huge choice to customers in terms of brands, with most luxury retailers having a presence in the region. At the same time, the industry is concentrated because there are just a handful of companies that are the principals of these brands. Most countries in the region have a small pool of companies, mostly family–owned, that hold the franchisees to the majority of all international brands. In this list, we look to highlight a few of the biggest retail chains in the region. Some have been around for many years.

Top 12 Largest Retail Chains In the Middle East

1. **Al Shaya Group Saudia**
2. **Al Futtaim Retail Uae**
3. **Majid Al Futtaim Uae**
4. **Savola Group Saudia**
5. **Alghanim Industries Kuwait**
6. **Lulu Group International Uae**
7. **The Chalhoub Group Uae**
8. **Alhokair Fashion Retail Saudia**
9. **Azadea Group Lebanon**
10. **Al Tayer Group Uae**
11. **Jawad Business Group Bahrain**
12. **Aksal Group Moroco**

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